

City of Columbus Early Childhood Obesity Prevention Coalition

Steering Committee _____ Working Group 1
_____ Working Group 2 _____ X Full Coalition

Date: December 7, 2010 Time: 10:00 am – 11:30 am

Location: Columbus Public Health
Meeting Room 119D
240 Parsons Ave.
Columbus, Ohio 43215

Chairperson: Autumn Trombetta MS, RD, LD

Facilitator: Cheryl Graffagnino MS, RD, LD

Attendees: Phyllis Pirie (OSU CPH/PRC), Kendall Leser (OSU CPH/PRC graduate student), Jenni Steckowski (CDC Public Health Apprentice), Grace Kolliesuah (CPH-Caring for 2), Carol Smathers (OSU PRC), Esther Gillett (WIC), Autumn Trombetta (CPH/HCHW), Cheryl Graffagnino (CPH/HCHW), Betsy Pandora (CPH), Noreen Warnock (Local Matters), Sherry Liu (OSU doctoral student), Ali Segna (CPH), Terri Mangano (Mid-Ohio Food Bank), Doug Wolf (NCH), Caryn Roth (CDC apprentice, Delaware County), Liz Klein (OSU CPH), Shelly Beiting (CHA), Takeichiou Ghee (Mt. Carmel Dietetic Intern), Andrew Arra (Mt. Carmel Dietetic Intern), Dawn Sweet (CPH, WIC) Bobbi Westenheffer (YMCA), Jackie Broderick-Patton (CCS), Sharon Soliday (COAT), Dave Ciccone (UWCO).

Meeting at-a-glance:

- Program Updates and Introductions
- Caring for 2 Billboards
- 2010 Accomplishments
- Baseline Evaluation Update
- PRC Focus Groups: Healthy Eating- Part 1

Meeting Outcomes:

- 2011 Meeting Schedule was presented to Coalition members.
- Cheryl Graffagnino summarized the Coalitions' progress and accomplishments for 2010.
- Dr. Pirie summarized preliminary results of PRC focus groups that were conducted in September 2010. This presentation was the first of a 3 part series that will be presented to Coalition members
- A working group was established to develop healthy prenatal weight gain messaging.

Next Steps:

- Next meeting: Tuesday, January 25, 2010 from 10:00am -11:30am at Columbus Public Health, Room 119D.

Meeting Notes:

Agenda Item 1:

Cheryl Graffagnino and Autumn Trombetta welcomed the group.

New Attendees:

Andrew Arra and Takeichiou Ghee – Mt. Carmel Dietetic Interns

- Andrew and Takeichiou are both interns that will be working with Dawn Sweet on the WIC program.

Terri Mangano-Mid-Ohio Food Bank

Agenda Item 2:
Program Updates:

| Partner/Organization | Supporting Breastfeeding | Supporting Physical Activity | Supporting Healthy Eating | Increasing Screening and Referral | Other |
|--|---|-------------------------------------|---|--|---|
| Dawn Sweet-WIC | By the end of January 2011, WIC will hire 10 peer helpers to educate and increase breastfeeding rates | | | | |
| Noreen Warnock (Local Matters) | | | The Veggie Van has been carrying out weekly bags of fresh produce that can be purchased with EBT cards for \$12 | | |
| Grace Kolliesuah (CPH-Caring for 2) | | | | | Decided to postpone the December billboards to March 2011. Grace presented 2 versions of the billboards for the coalition. A working group was identified to develop healthy prenatal weight gain messages for the billboards. A caring for 2 holiday party is planned for 10 December and 2 focus groups will be facilitated |

Agenda Item 3: Caring for 2- Healthy Prenatal Weight Gain Messages

After some discussion via email about the billboards, there was not a clear consensus from the coalition. Grace presented the coalition 2 options of the billboards to encourage discussion.

- ☐ The message we are trying to present is that prenatal weight gain does matter and can impact childhood obesity. Possible billboard messages could include “Talk to your health care provider about how much weight you should gain”. “What you choose to do with your body now affects your child later”.
- ☐ Should we connect a jaw dropping statistic about diseases with prenatal weight gain? Coalition members did like the image of the woman eating an apple because she was a great role model.
- ☐ Cheryl Graffagnino asked Coalition if they were interested in making a working group to spearhead these messages. Autumn Trombetta, Ali Segna, Jenni Steckowski, Dawn Sweet, Esther Gillet and Grace Kolliesuah have expressed interest.

Agenda Item 4: Cheryl Graffagnino presents 2010 Coalition Accomplishments

Originally funded by the Ohio Department of Health to establish an early childhood obesity prevention coalition and create a plan to address childhood obesity.

- ☐ The Coalition has now grown to 76 participating members and 18 update only members and represents 45 programs in 26 organizations.
- ☐ The plan will be available online in early 2011 and there will be a coalition page on the website.
- ☐ The common goals that our coalition members work towards is increasing breastfeeding rates, increasing access to healthy foods, increasing physical activity and increasing screening and referral.
- ☐ A full list of partnerships and the PowerPoint presentation is available. Contact Cheryl Graffagnino at clgraffagnino@columbus.gov if you would like to have this information.

Agenda Item 5: Dr. Pirie updates Baseline Evaluation

The baseline evaluation subgroup is working to collect baseline data for the plan.

- ☐ We have separated the data collection areas into different sectors
- ☐ For the worksite/employer sector we developed a survey and collected information in October.
- ☐ Now we are working to develop a hospital survey that will be completed via phone.
- ☐ We are also developing a childcare survey that will be sent through the mail.

Agenda Item 6: Pirie presents Focus Group

In September, the PRC facilitated 8 focus groups to get a guardian’s perspective on healthy eating, physical activity and eating meals as a family.

- ☐ Participant criteria included living in zip codes 43205, 43206, or 43207 and taking care of a child ages 2-5 years old.
- ☐ The focus groups did not emphasize obesity, but instead focused on healthy eating and activity.
- ☐ Dr. Pirie shared preliminary findings on healthy eating
- ☐ In the next coalition meetings will present findings on physical activity and eating as a family.
- ☐ Feedback from the Coalition is encouraged.